



*American Independent
Business Alliance*

Local Group Affiliation Benefits

AMIBA is a non-profit alliance of, by and for the local organizations and independent trade groups that comprise our membership. Our team is available when you need us to develop or improve upon “buy local” campaigns and a wide range of pro-local business initiatives that can yield direct benefit for your local entrepreneurs and community. You gain access to a huge library of templates, how-tos, connections and unrivaled experience to offer guidance, answer your questions and help you succeed (and save a lot of money and time).

Your initial benefits include:

- **Huge member resource library** with examples of campaigns, events, fundraising appeals, recruitment brochures, and materials and best practices/lessons learned from dozens of local organizations.
- **Personal assistance** with operations, media relations, editing, policy, member education and more. This includes professional copy editing for your recruitment materials, press releases, op-eds and other items.
- **Network with other IBA leaders** to learn new ideas, best practices and tap collaborative opportunities.
- **Professional slide presentations** with talking points to adapt for presenting in your community.
- **Greatly reduced member rates on in-person presentations and workshops** boost your organizing and generate broader interest and support (see “Presentations” link at AMIBA.net).
- **Added credibility** that accompanies being associated with the nation’s pioneer organization and successful local campaigns/organizations.
- **Ability to obtain tax-deductible contributions and grants** for your public education work through our fiscal sponsorship program (we also provide examples of previously successful grant applications).
- **Organizer’s handbook** and checklist with extensive information and how-tos to help you avoid time-consuming errors and develop a powerful campaign. For new groups, we provide templates for articles of incorporation, bylaws, business plan and more.
- **501(c)(6) Group Exemption Program.** This opt-in program can gain your group federal tax-exempt status and save new organizations \$850 or more.
- **Free MadMimi email marketing account** and guidance getting started.
- **License** to use registered marks *Independent Business Alliance, Come In We’re Local* and others.

Physical Materials:

- **Window and POS decals.** We help you start making a strong impression right out of the gate (intended to supplement your own branded items-- three choices).
- **40 Why Buy Local? posters** or a customized file with your name and logo to print locally (also in Spanish).



Up to 300 static cling decals, leading people to learn 11 great reasons to choose local, are among your choice of initial materials.

- **50 “Put Your Money Where Your House Is” bumper stickers.**
- **Up to 50 hard copies of “Building Buy Local Campaigns that Shift Culture and Spending.”** In English or Spanish
- **Money stamps** to deliver the pro-local message on paper currency, checks and other materials. (Two different messages)
- **Free customization of AMIBA-produced ads, posters and other materials** (“evergreen” and offer various seasonal collections).

AMIBA affiliation typically saves groups \$10,000 or more in development costs (and a whole lot of stress) in their first two years. We continuously collect the best of new materials and programs developed by each local affiliate to enable others to learn from or replicate them.

Questions? Please call us at 406-582-1255 or request and we'll gladly provide contacts from communities of groups in situations most like yours to get their impressions.

To see all included materials, see our Merchandise page at amiba.net/buy_local_materials

“In just a few months Local First Milwaukee’s affiliation has already paid for itself. AMIBA has helped us gain tax-exempt status, enabled us to gain grants through their fiscal sponsor and given us practical advice to diversify and increase our revenues, among other things. We can’t say it loud enough: AMIBA affiliation is a great investment.”

--- Nancy Quinn, Managing Director, Local First Milwaukee



Affiliation Costs

This fee covers your entire organization (there is no per-business cost). It includes start-up materials and templates, licensing and development. Cost may be spread over up to six months on request.

| |
|---------------------------------------|
| All Materials and First Year Benefits |
| \$950 |

Annual affiliation for year 2 and beyond is a sliding scale based on your group’s annual budget.

| Annual Affiliation | Cost |
|--------------------|-------|
| Under \$20K | \$200 |
| \$20k-\$40k | \$400 |
| \$40k-\$80k | \$500 |
| Over \$80k | \$600 |

Contact us at 406.582.1255 or jennifer@amiba.net for an affiliation agreement or to ask questions